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MYERS BIGEL SIBLEY & SAJOVEC			PARTON, KEVIN S	
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2153

DATE MAILED: 11/17/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/963,745

Applicant(s)

MANDARINO ET AL.

Examiner

Kevin Parton

Art Unit

2153

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-41 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-41 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) *   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. ____. |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date <u>09/26/2001</u> . | 6) <input type="checkbox"/> Other: ____.  |

## **DETAILED ACTION**

### ***Claim Rejections - 35 USC § 112***

1. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

2. Claim 37 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

3. Claim 37 recites the limitations "the three-dimensional product," "the sales representative," "the customer," "the second computer," and "the first computer." There is insufficient antecedent basis for this limitation in the claim.

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bakoglu et al. (USPN 5,983,369) in view of Tavor et al. (USPN 6,070,149).
6. Regarding claims 1 and 23, Bakoglu et al. (USPN 5,983,369) teach a system for conducting a virtual product presentation with means for:
- a. Establishing voice communications between a sales representative at a first computer and a customer at a remote second computer coupled to the first computer (column 4, lines 52-54).

- b. Generating respective first and second displays of a product presentation space at respective ones of the first and second computers (column 4, lines 62-65; column 8, lines 26-32).
- c. Controlling navigation of the product presentation space at the second computer from the first computer (column 8, lines 43-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

7. Regarding claims 2 and 24, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 1 and 23, respectively. They further teach means

wherein controlling navigation of the product presentation space at the second computer from the first computer comprises controlling navigation of the product presentation space responsive to the voice communications between the sales representative and the customer (column 4, lines 52-54; column 8, lines 43-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

8. Regarding claim 3, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 1. They further teach means wherein generating respective first and second displays of a product presentation space at respective ones of the first and

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second computers comprises generating a representation of a product presentation room; and wherein controlling navigation of the product presentation space at the second computer from the first computer comprises controlling navigation in the product presentation room at the second computer from the first computer (column 8, lines 25-56). Note that customer service page of figure 6 is the "room" and the tutorial or other demonstration and navigation is the product.

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

9. Regarding claim 4, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 3. They further teach means wherein generating a representation of a product presentation room comprises generating a representation of a product within the product presentation room (column 8, lines 25-56).

10. Regarding claims 5, 25, and 38, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 1, 23, and 37, respectively. They further teach means wherein generating respective first and second displays of a product presentation space is preceded by authorizing access to the product presentation space from the second computer, and wherein generating respective first and second displays of the product presentation space comprises generating the second display at the second computer responsive to authorization of access to the product presentation space from the second computer (figure 13; column 13, lines 27-41; column 14, lines 9-10).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

11. Regarding claims 6, 26, and 39, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 5, 25, and 38, respectively. They further teach means wherein authorizing access to the product presentation space from the second computer comprises:

- a. Transmitting a credential from the second computer (figure 13).
- b. Verifying the transmitted credential (figure 13, 'Determine Access Rights').
- c. Authorizing access to the product presentation space from the second computer responsive to verification of the transmitted credential (figure 13; column 13, lines 27-41).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).



In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

12. Regarding claims 7 and 27, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 6 and 26, respectively. They further teach means wherein transmitting a credential from the second computer comprises transmitting the credential from the second computer responsive to user entry of credential information at the second computer (figure 13, "Collect Information").

13. Regarding claims 8 and 28, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 1 and 23, respectively. They further teach means wherein establishing a voice communications comprises establishing voice communications via a telephone network (column 4, lines 58-60; column 4, lines 52-54).

14. Regarding claims 9 and 29, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 1 and 23, respectively. They further teach means wherein establishing voice communications comprises establishing voice communications via a computer network (column 3, lines 60-64); and wherein

controlling navigation of the product presentation space at the second computer from the first computer comprises controlling navigation of the product presentation space at the second computer from the first computer via the computer network (column 8, lines 43-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

15. Regarding claim 10, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 1. They further teach means wherein generating respective first and second displays of a product presentation space at respective ones of the first and

second computers comprises generating a user interface at the first computer for controlling display of the of the product presentation space at the second computer; and wherein controlling navigation of the product presentation space at the second computer from the first computer comprises accepting input to the user interface at the first computer to control display of the product presentation space at the second computer (column 8, lines 25-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

16. Regarding claim 11, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 1. They further teach means wherein generating respective first and second displays of a product presentation space at respective ones of the first and second computers comprises generating a representation of a product, and wherein controlling navigation of the product presentation space at the second computer from the first computer comprises controlling display of the product presentation space at the second computer to navigate to the representation of the product (column 8, lines 25-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer

service representative to demonstrate a product by rotating and showing multiple angles and views.

17. Regarding claim 12, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 11. They further teach means for displaying a specification associated with the product and/or a schematic representation associated with the product and/or a graphic representation of the product and/or a simulated performance of the product responsive to a user input at the first computer (column 8 lines 26-56).

18. Regarding claim 13, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 1. They further teach means wherein generating respective first and second displays of a product presentation space at respective ones of the first and second computers comprises generating a graphic representation associated with a technology feature, and wherein controlling navigation of the product presentation space at the second computer from the first computer comprises controlling display of the product presentation space at the second computer to navigate to the graphic representation of the technology feature (column 8, lines 26-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

19. Regarding claim 14, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 13. They further teach means for activating a pre-recorded presentation associated with the technology feature responsive to a user input at the first computer (column 8, lines 26-32).

20. Regarding claims 15, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 14. They further teach means wherein activating a pre-recorded presentation associated with the technology feature responsive to a user input at the first computer comprises activating the pre-recorded presentation responsive to user selection of the graphic representation associated with the technology feature (column 8, lines 26-32).

21. Regarding claims 16 and 33, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 1 and 23, respectively. They further teach means wherein controlling navigation of the product presentation space at the second

computer from the first computer comprises navigating the product presentation space to arrive at an interactive workspace (column 8, lines 26-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

22. Regarding claims 17 and 34, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 16 and 33, respectively. They further teach means for accepting user inputs from both of the first and second computers to the interactive workspace (column 14, lines 9-10).

23. Regarding claims 18 and 35, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 16 and 33, respectively. They further teach means wherein the interactive workspace comprises a white board representation (column 8, lines 25-40). Note that the text functions of the reference are a representation of a white board.

24. Regarding claims 19, 36, and 41, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 1, 23, and 37, respectively. They further teach means for storing information associated with navigation in the product presentation space (column 8, lines 50-52).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer



service representative to demonstrate a product by rotating and showing multiple angles and views.

25. Regarding claim 20, Bakoglu et al. (USPN 5,983,369) teach a system for conducting a virtual product presentation with means for:

- a. Conducting voice communications between a manufacturer's sales representative at a sales office and a customer at a customer site (column 4, lines 52-54).
- b. Generating respective first and second displays of a product presentation space at respective ones of the first and second computers at respective ones of the sales office and the customer site (column 4, lines 62-65; column 8, lines 26-32).
- c. Accepting user input at the first computer to control navigation of the product presentation space at the second computer responsive to the voice communications between the manufacturer's sales representative and the customer (column 4, lines 52-54; column 8, lines 43-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

26. Regarding claim 21, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 20. They further teach means wherein generating respective first and second displays of a product presentation space is preceded by applying an access credential supplied by an independent sales representative located at the customer site to enable display of the product presentation space at the second computer (figure 6; figure 13; column 13, lines 15-41).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

27. Regarding claims 22, 30, and 40, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claims 20, 23, and 37, respectively. They further teach means wherein the product presentation space comprises a product presentation room (column 8, lines 25-56).

Although the system disclosed by Bakoglu et al. (USPN 5,983,369) shows substantial features of the claimed invention, it fails to disclose specifically means wherein the product presentation space is three-dimensional.

Nonetheless, these features are well known in the art and it would have been an obvious modification of the system disclosed by Bakoglu et al. (USPN 5,983,369) as evidenced by Tavor et al. (USPN 6,070,149).

In an analogous art, Tavor et al. (USPN 6,070,149) discloses a system for product presentation on a customer machine wherein the product presentation space is three-dimensional (abstract; column 5, lines 5-17).

Given the teaching of Tavor et al. (USPN 6,070,149), a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Bakoglu et al. (USPN 5,983,369) by providing three-dimensional product presentations. In the specific case, this benefits the system by allowing the customer service representative to demonstrate a product by rotating and showing multiple angles and views.

28. Regarding claim 31, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 23. They further teach means for displaying a specification associated with a product and/or a schematic representation associated with a product and/or a graphic representation of a product and/or a simulated performance of a product responsive to a user input at the first computer (column 8, lines 26-56).

29. Regarding claim 32, Bakoglu et al. (USPN 5,983,369) teach all the limitations as applied to claim 23. They further teach means for activating a pre-recorded presentation associated with an object in the product presentation space responsive to a user input at the first computer (column 8, lines 26-32).

30. Regarding claim 37, Bakoglu et al. (USPN 5,983,369) teach a system for conducting a virtual product presentation comprising means for controlling navigation of the product presentation space at the second computer from the first computer concurrent with voice communications between the sales representative and the customer (column 4, lines 52-54; column 8, lines 26-56).

**Conclusion**

31. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Please see the following:

- a. Sassin (6,381,645)
- b. Crandall et al. (USPN 6,425,131)
- c. Rust (6,668,273)
- d. Brown et al. (USPN 6,385,646)
- e. Elliott et al. (USPN 6,690,654)
- f. Doyle et al. (USPN 5,838,906)

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kevin Parton whose telephone number is (703)306-0543. The examiner can normally be reached on M-F 8:00AM - 4:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glenton Burgess can be reached on (703)305-4792. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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Kevin Parton  
Examiner  
Art Unit 2153

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*Bradley Edelman*  
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